

DETERMINANTS OF CUSTOMER SATISFACTION FOR ONLINE SHOPPING

Dilshan H.Y.D.¹ and Gunasekare U.L.T.P.²

¹*dilankahy@gmail.com*, ²*thamarag@kln.ac.lk*

Abstract

With the development of the Internet infrastructure, online shopping is becoming a regular shopping behaviour around the world. Therefore, there is a need of investigating how customers experience this new mode of shopping. Customer satisfaction with online shopping is dependent on several factors. Since the COVID-19 pandemic, there has been a tremendous intensification towards online shopping, making customer satisfaction a significant catalyst for online businesses, and it serves as an indicator to manage and improve business performance. This study examined the determinants that could influence online shopping satisfaction by taking a sample of university students. However, consumer satisfaction depends on what the consumer expects from shopping online: information, convenience, low cost, and time, or the availability of products and services. This study aimed to explore the antecedents that influence online customer satisfaction. Convenience sampling was used to gather data from individuals who were conveniently available to take part in the study. A total of 103 questionnaires were handed over to respondents. All the data that are obtained, along with the factors, are analysed and interpreted by different statistical techniques using SPSS version 24. This study utilised descriptive and multiple regression analysis to test the seven hypotheses. Customer satisfaction has been identified as an important phenomenon in relation to online shopping. The investigation of what causes customer satisfaction has become paramount for the further improvement of online businesses.

Keywords: *online shopping, customer satisfaction, Sri Lanka, Quality, Online Purchasing Satisfaction*